

Virtual Focus Groups

Three separate focus groups will be convened to gather input on the proposed bylaw from a variety of stakeholders

GROUP #1

Bruce Peninsula Cottagers Association

- Group of property owners potentially impacted by the potential bylaw
- Already knowledgeable about STAs – so likely less time spent in consultation on background / context on STAs overall
- Looking for detailed technical feedback on the bylaw (either addition or clarification to previous written submissions)

GROUP #2

Industry & Community Services Working Group

- Key groups involved in local economic development and other relevant sectors
- Group to include Chamber of Commerce, Tourism Advisory Group, and Parks (others TBD)
- Consultation focused on understanding concerns related to impacts on other businesses, industries, and services from bylaw

GROUP #3

MNBP Residents Associations Working Group

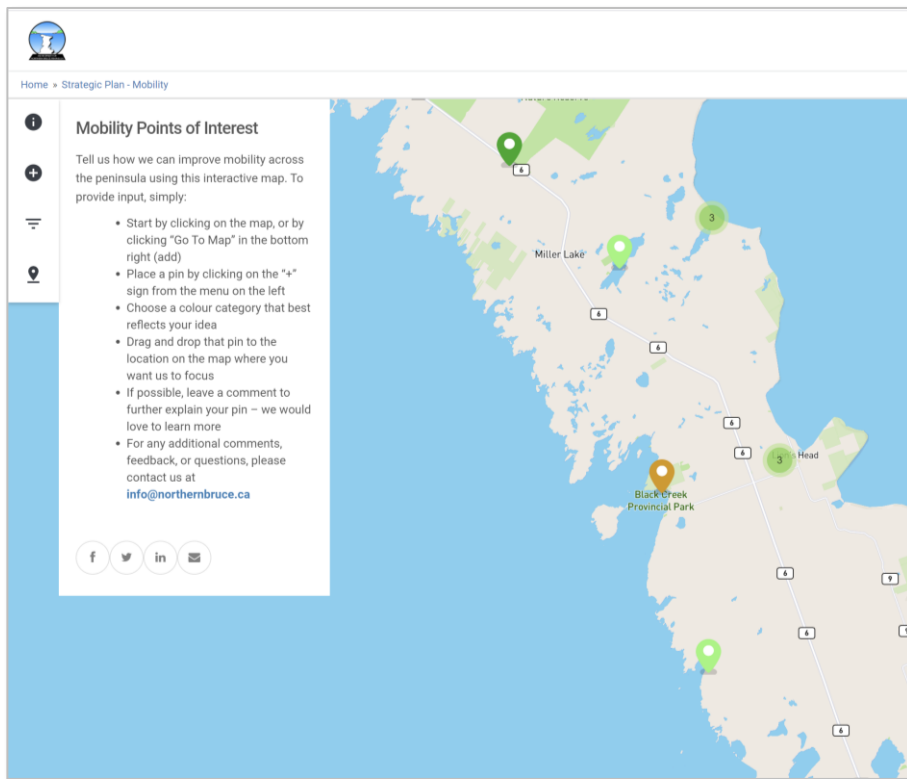
- ~20 community associations representing all corners of the Northern Peninsula
- Each will be asked to designate a representative to participate in session(s)
- Will be less familiar with STA issues, so discussion likely a mix of capturing general STA concerns and discussing specifics of the bylaw

Consultations will take place through 90 minute working sessions – scheduling more time / sessions as necessary to capture questions, concerns, and issues

Online Consultation

Simultaneously, we will use the municipality's newly created Bang-the-Table portal to gather feedback and input as well

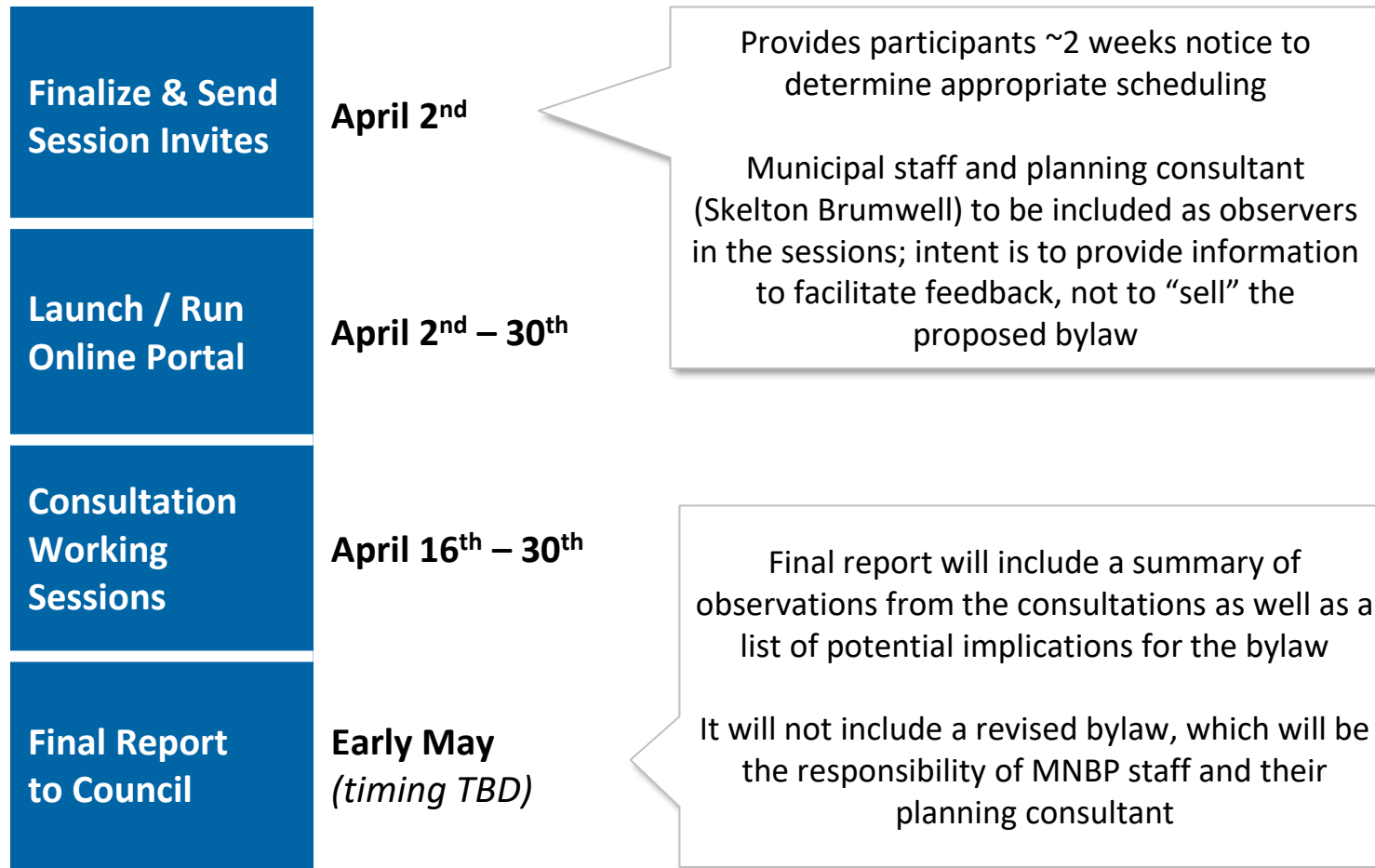
Example: MNBP Bang the Table Portal Mobility Consultation



- Intent is to provide an opportunity for feedback from as broad an audience as possible (whereas the focus groups allow us to get into detail)
- Unlike mobility consultation, portal is likely to take the form of a short survey with some background info on STAs upfront
- Responses will be anonymous, but we will ask some basic demographic information upfront to help us interpret the results

Proposed Workplan

The work will take place throughout April, culminating in a report to council on findings in early May



C  N V A S

strategy consulting group